

APPLICATION HANDBOOK
IDAHO REGIONAL TRAVEL AND CONVENTION
GRANT PROGRAM

Idaho Travel Council
Idaho Commerce & Labor



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IDAHO COMMERCE & LABOR

Dear Travel Industry Representative:

The Idaho Travel Council grant handbook has been prepared to assist you as you write your application for an Idaho Regional Travel and Convention Grant. The program's primary mission is the creation and implementation of projects designed to stimulate and expand the travel and convention industry within the state's seven (7) planning regions.

This handbook contains grant rules, requirements and instructions. It is important to review the entire handbook prior to preparing an application, which can be accessed on the Tourism grant website at www.tourism.idaho.gov/grants. **Applications submitted on or before May 15 will be reviewed by Idaho Commerce & Labor, Tourism Development staff.** Upon review applications will be returned for clarification and final submission of the grant application.

Applicants must submit one (1) completed online, disk, or CD version of their application electronically delivered or postmarked on or before the first Monday in June. (New applicants must provide Proof of Non-Profit documentation). Submit to:

Idaho Commerce & Labor
ITC Grant Program
700 West State Street
PO Box 83720
Boise ID 83720-0093
ReNea.Nelson@tourism.idaho.gov

The Idaho Travel Council (ITC) will review each application according to the following criteria: application completeness, agency/jurisdiction commitment, demonstrated accounting and management system, need, regional impact, continuing benefits, project design, project innovation, ease for evaluating achievements and cost effectiveness.

When considering previous applicants for funding, the ITC will scrutinize the applicant's historic grant record in terms of accountability, timeliness and effectiveness.

Grants will be awarded the third Monday in June, during the Idaho Travel Council meeting in Boise.

We encourage your participation in this worthwhile program.

IDAHO REGIONAL TRAVEL AND CONVENTION GRANT PROGRAM

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INTRODUCTION

The first Regular Session of the 46th Idaho Legislature enacted Chapter 216, Laws of 1981, the Idaho Travel and Convention Industry Bill, which imposed a two percent (2%) tax on the sale of hotels, motels and private campground accommodations, and created the Idaho Travel and Convention Industry Committee, herein referred to as the Idaho Travel Council. The revenues generated by this tax are to be invested, one-half (1/2) by the state, and one-half (1/2) by the local regions within Idaho, in well-planned promotional programs. The Idaho Travel Council (ITC), through Idaho Commerce & Labor (ICL), has been given the responsibility of administering this program, which includes the local regional grant program. The purpose of this handbook is to provide information, application forms and instructions to prospective grant applicants. This information will inform the applicant of the goals and objectives of the grant program, what is needed to apply and what will be required of the applicant if the project is approved for funding. The applicant is encouraged to review this information carefully. The standardized contract requirements will become contractual obligations once a project is approved.

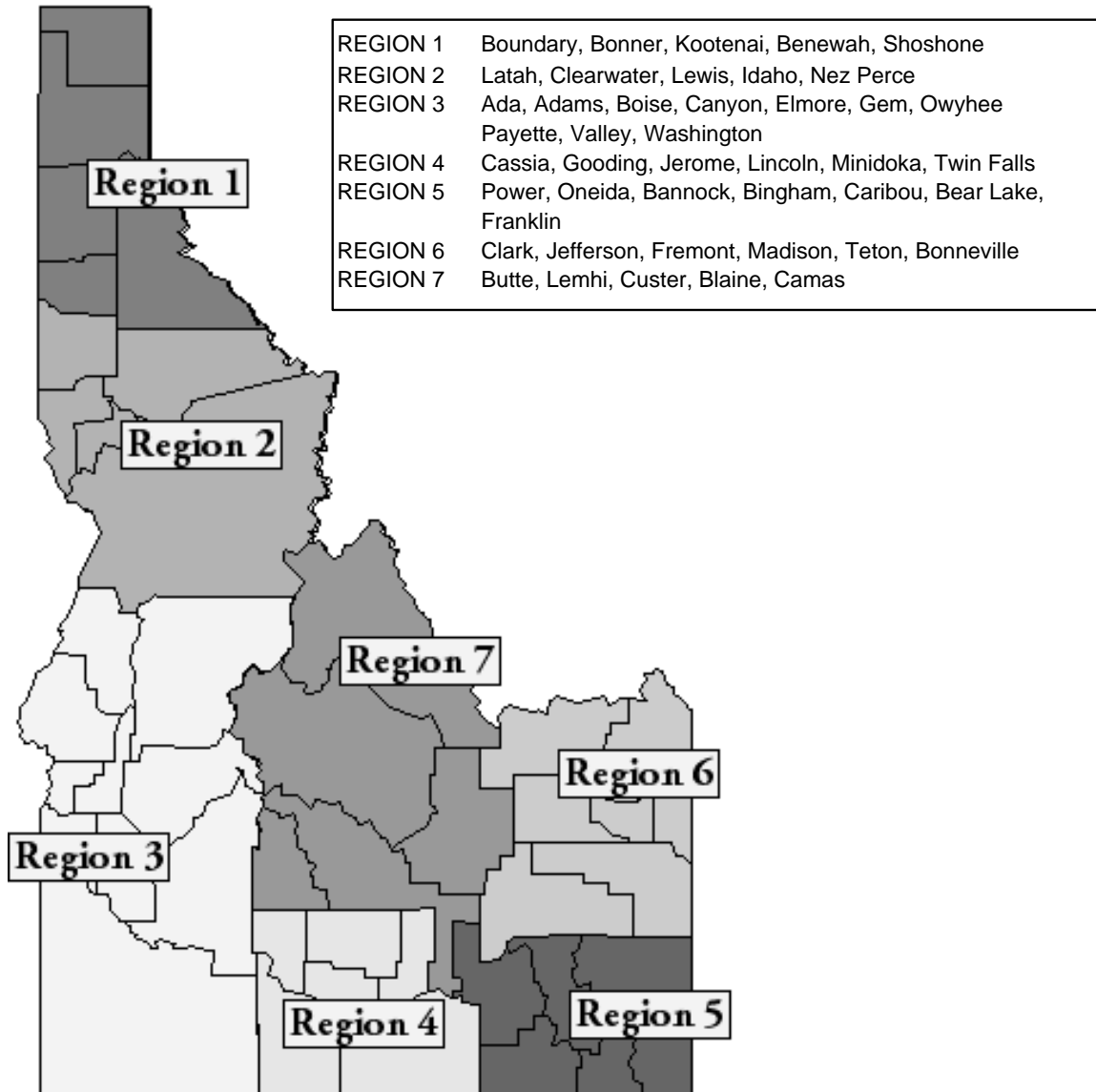
IDAHO TRAVEL COUNCIL STRATEGIC OBJECTIVES

The primary objective of the Idaho Regional Travel and Convention Grant program is the creation and implementation of programs designed to stimulate and expand the travel and convention industry within the state's seven (7) planning regions. Consistent with the goals and objectives of the Idaho Travel Council, the following summarizes the ITC's Strategic Objectives:

- **Promote Idaho as a Summer Destination**
To increase awareness of Idaho as a summer vacation destination to those whom the unique benefits of Idaho as an uncrowded state with expansive outdoor natural beauty and sports adventure opportunities have a high level of appeal.
- **Promote Idaho as a Winter Destination**
To increase the awareness of Idaho as a winter destination of choice for all winter activities.
- **Promote Group Travel to Idaho**
To take a more active and aggressive role in the solicitation of group travel to Idaho during the months of May through October. It is the ITC's objective to increase the number of group tour operators contacted and to provide these contacts with more motivational and informative materials. It is also the ITC's objective to assist Idaho's industry in their solicitation efforts by passing along all contact leads and providing technical assistance to those requiring it.

- **Provide Industry Leadership and Education**
To assume a positive leadership role in organizing and guiding implementation of all public and quasipublic promotion efforts as they relate to attracting more visitors and servicing those visitors once here. It is the ITC's objective to communicate committee objectives, tactics and policies to each chamber of commerce, regional organization and travel supplier in Idaho in a timely and consistent manner. Furthermore, to assume a leadership role in the facilitation of technical assistance and education for those so desiring.
- **Promote Idaho as a Meeting and Convention Site**
To increase the number of conventions held in Idaho and to increase the number of convention attendees by assuming a leadership role in encouraging and assisting local cities and areas to more aggressively and professionally promote their areas to the meeting and convention market. The ITC will utilize the grant process as a tool to encourage program design. All local programs should display sound marketing strategies to achieve demonstrated results. Additionally, the ITC will assume a leadership role in encouraging state associations and governments in expanding meetings and conventions held in Idaho.
- **Increase the Funding Base**
To assume a more active and aggressive role in the procurement of additional funds for expansion of promotional programs.
- **Promote Idaho as a Film Location Site**
To continue promotion of Idaho as a location for the production of feature films and commercials.
- **Promote Idaho to the International Traveler**
Recognizing the growing importance international overseas visitors play in the overall travel market, it is the objective of the ITC to gain experience in program design and implementation, relative to the promotion of Idaho as a part of the overseas visitor's American travel experience.
- **Conduct Adequate Market Research**
Recognizing that successful and effective promotional programs are highly dependent upon accurate and specific market information and data, the ITC will continue to pursue all reserves that will produce adequate data from which to build its future programs.

IDAHO TRAVEL REGIONS



**IDAPA 09
TITLE 02
CHAPTER 03**

**RULES OF THE IDAHO REGIONAL TRAVEL AND CONVENTION GRANT PROGRAM
IDAHO COMMERCE & LABOR**

000. LEGAL AUTHORITY.

These rules have been adopted pursuant to Sections 67-4715, 67-4717 and 67-4718, Idaho Code, which imposes a two percent (2%) tax on the sale of hotel/motel and private campground accommodations and created the Idaho Travel and Convention Industry Committee, herein referred to as the Idaho Travel Council (ITC). The revenues generated by this new tax are to be invested one-half (1/2) by the state and one-half (1/2) by the local regions within Idaho in well-planned promotional programs. The Idaho Travel Council, through Idaho Commerce & Labor (ICL), has been given the responsibility of administering this program which includes the local regional grant program. (5-3-03)

001. TITLE AND SCOPE.

01. Title. These rules shall be cited as IDAPA 09.02.03 "Rules of the Idaho Regional Travel and Convention Grant Program" (ITC Grant Program). (5-3-03)

02. Scope. The primary objective is the creation and implementation of plans designed to stimulate and expand the travel and convention industry within the state's seven (7) planning regions. (5-3-03)

002. WRITTEN INTERPRETATIONS.

In accordance with Sections 67-4715, 67-4717 and 67-4718, Idaho Code, this agency has written statements which pertain to the interpretation of the rules of this chapter, or to the documentation of compliance with the rules of this chapter. These documents are available for public inspection and copying, at cost, at Idaho Commerce & Labor, 700 West State Street -- P.O. Box 83720, Boise, Idaho, 83720-0093. (5-3-03)

003. ADMINISTRATIVE APPEALS.

This chapter does not provide for appeal of the administrative requirements for agencies. (5-3-03)

004. INCORPORATION BY REFERENCE.

There are no documents that have been incorporated by reference into this rule. (5-3-03)

005. OFFICE -- OFFICE HOURS -- MAILING ADDRESS AND STREET ADDRESS.

Central office for the Idaho Travel Council Grant Program is located at Idaho Commerce & Labor. Office hours are between 8 a.m. and 5 p.m. Appropriate ITC grant program documents may be filed, or mailed, to the following address:

Idaho Travel Council Grant Program
Idaho Commerce & Labor
700 West State Street
PO Box 83720
Boise ID 83720-0093

(5-3-03)

006. PUBLIC RECORDS ACT COMPLIANCE.

Information regarding Idaho Travel Council applications or awarded grants is considered to be public information and will be released upon request. (5-3-03)

007. ELIGIBLE APPLICANTS.

01. Intent. The intent of the ITC's Regional Grant Program is to distribute grant funds to pre-established, permanent non-profit, incorporated organizations with viable programs. Proof of non-profit status is required with the submission of the application. Idaho Commerce & Labor and the Idaho Travel Council will review grants closely to determine the applicant's organizational status and viability. Applicants will be evaluated to determine their ownership or affiliation with a profit making organization in providing travel information. An affiliation with a profit making organization could imply a conflict of interest. Such conflict will render the application ineligible. (2-22-93)

02. Focus. The ITC's major focus in any determination of eligibility is whether or not the non-profit organization has "as its primary purpose" the promotion of travel and conventions within the region. (2-22-93)

03. Non-Profit Submittal. Each grant application must include: (7-1-98)

a. State of Idaho Certificate of Incorporation and Articles of Incorporation from the Secretary of State or a letter of determination from the Internal Revenue Service. (7-1-98)

b. Notice of Employer Identification number assigned by the IRS. (7-1-98)

008. ELIGIBLE PROJECTS.

01. Eligible Projects. Eligible projects under the Regional Travel and Convention Grant Program shall be consistent with the legislative declaration of policy in Title 67, Chapter 47, Idaho Code. Programs that are eligible for consideration must fall under the basic definition of travel and convention promotion. (2-22-93)

02. Application Submittal. Applicants must submit one (1) complete signed application and a completed online, disk, or CD version of their application electronically delivered or postmarked no later than forty-five (45) days prior to the grant awards. If the application is not complete, the application may not be considered for funding. (5-3-03)

009. (RESERVED).**010. DEFINITIONS, REGIONAL/LOCAL/SPECIAL INTEREST PROMOTION.**

The applicant must establish that the plan will attract more visitors to the region and keep them in the region longer. All plans must identify Idaho and market various attractions and events throughout the region. Regional applications must be a true region-wide promotion, and must promote the planning region as defined in the legislation. The following items are eligible projects: (5-3-03)

01. Advertising. Ranked Primary. Priority will be given to advertising that is image-driven and targets specific attractions or events within the region and ties to the state advertising plan. Markets, concepts, attractions and events will be defined in the application. If developed as a co-op, pre-approval is required by Idaho Commerce & Labor. Applicant must state in the application:

(5-3-03)

- a. Objective and placement of advertising. (2-22-93)
- b. Geographic target audience. (2-22-93)
- c. Demographic target audience. (2-22-93)
- d. Fulfillment plans. (2-22-93)

02. Hospitality. Ranked Primary. Hospitality training will be an allowable item under the grant program. A detailed plan for the training must be included in the application. (2-22-93)

03. Convention Promotion. Ranked Primary. Trade shows (to be approved prior to the application process) and convention advertising. Concept and placement must be submitted with application. (2-22-93)

04. Site Visits/Familiarization Tours (FAMS). Ranked Primary. Tour Operators, Travel Writers, Convention Planners, Winters Sports Clubs and Airline Sales People are groups that can be invited for site visits and FAMS. Grant funds can be used for in-state transportation, fuel expenses, rental vans, motorcoaches, invitations, baggage tags, information folders and miscellaneous snacks, such as coffee, soda pop, and candy bars. Airfare for FAM participants, up to fifty percent (50%) of the total cost, and lodging at fifty percent (50%) of the state rate will be eligible with prior ITC staff approval. Grant funds cannot be used to pay for alcoholic beverages, and attractions. Familiarization tours will be allowed per diem for meals in accordance with state guidelines. Partial reimbursement, per state guidelines, will be made if participant is not being hosted on the FAM tour a complete day. FAMS must be coordinated and approved in writing by Idaho Commerce & Labor. (5-3-03)

05. Fulfillment. Ranked Primary. Includes expenses directly related to implementing ITC funded plan. Eligible costs are for shipping, stuffing, sorting, envelopes, postage, eligible website costs per ITC guidelines, long distance phone calls and watts line. (Only one 1-800 line per Region, and it must be centrally located and made available for use within the Region for travel and convention promotion). A distribution plan must be outlined in the application and expenses must be properly documented before reimbursement will be made. (5-3-03)

06. Travel And Trade Shows. Ranked Primary. Specific shows and the number of attendees per show shall be approved prior to the application process. The applicant must identify in the application whether or not a portable display booth is available and what literature will be distributed at the show. (2-22-93)

07. Slide Shows/Videos. Ranked Tertiary. Applicant must state in the application the purpose of the slide show/video, how it will be used to promote the area, and how the slide show/video ties in with the applicant's overall marketing. (2-22-93)

08. Marketing Research. Ranked Primary. To allow marketing research in conjunction with the statewide marketing and research efforts. (2-22-93)

09. Capital Outlay. Ranked Secondary. Equipment with a useful life of more than one (1) year, costing one hundred fifty dollars (\$150) or more per unit. No more than one (1) piece of any like equipment per Region. (7-1-98)

a. Subject to the obligations and conditions set forth in this section, title to equipment acquired under a grant will vest upon acquisition with the grantee. (2-22-93)

b. Useful Life. The useful life of all equipment acquired through the travel grant program is five (5) years. (2-22-93)

c. Use. (2-22-93)

i. Equipment shall be used by the grantee in the program or project for which it was acquired as long as needed, whether or not the project or program continues to be supported by the ITC. When no longer needed for the original program or project, the equipment may be used in other activities currently or previously supported by the ITC. (2-22-93)

ii. The grantee shall also make equipment available for use on other projects or programs currently or previously supported by the ITC, providing such use will not interfere with the work on the projects or program for which it was originally acquired. First preference for other use shall be given to other programs or projects supported by the ITC. (2-22-93)

iii. The grantee may not use equipment acquired with grant funds to provide services for a fee. (2-22-93)

iv. When acquiring replacement equipment, the grantee may use the equipment to be replaced as a trade-in or sell the property and use the proceeds to offset the cost of the replacement property; or, the proceeds will be reinvested into the grantee's current grant program, subject to the approval of the ITC. Sale proceeds are not cash match. (2-22-93)

d. Management Requirements. Capital outlay purchased with grant funds must be accounted for on the property record supplied by the ITC. When the property is initially purchased, the grantee will provide all the required information on the property record. Send the original to Idaho Commerce & Labor and keep a copy for your files. The property is tracked through its useful life. Procedures for managing equipment (including replacement equipment), whether acquired in whole or in part with grant funds, until disposition takes place will, as a minimum, meet the following requirements: (2-22-93)

i. Property records maintained must include a description of the property; a serial number or other identification number; the acquisition date and cost of the property; the location, use and condition of the property; and any ultimate disposition information including the date of disposal and sale price of the property. (2-22-93)

ii. The grantee will conduct an annual physical inventory of the property and the results will be reported to the ITC for reconciliation with the property records. This report will accompany the

final narrative progress report, and must be received before final ITC reimbursement, to the grantee, is made. The ITC will conduct a physical inventory of the property at least once every two (2) years. (2-22-93)

iii. A control system must be developed to ensure adequate safeguards to prevent loss, damage or theft of the property. (2-22-93)

iv. Adequate maintenance procedures must be developed to keep the property in good condition. (2-22-93)

e. Disposition. Disposition of equipment purchased with ITC funds will be made as follows: (7-1-98)

i. Items of equipment which have exceeded their useful life may be retained, sold or otherwise disposed of. It is recommended the sale proceeds be used to acquire like equipment or enhance the grantee's current grant program. Sale proceeds are not cash match. (2-22-93)

ii. Items of equipment which have not exceeded their useful life may be sold with written authorization from the ITC. The grantee will be required to use the proceeds to purchase like equipment or to enhance the current grant program. (2-22-93)

f. Procurement. When procuring equipment under the travel grant program, the grantee will follow the same policies and procedures for purchases over five thousand dollars (\$5,000) as outlined in the Bid Process section of the administrative rules. (3-20-04)

g. Purchasable Equipment. A list of purchasable equipment under the travel grant program is listed below: (2-22-93)

i. Travel Show Booth (per ITC requirements). (2-22-93)

ii. Video Equipment: Player/Recorder, Television, Monitor, Camera. (2-22-93)

iii. Movie Projector. (2-22-93)

iv. Slide Projector. (2-22-93)

v. Computer Hardware per ITC guidelines. (5-3-03)

vi. Equipment not listed above may be fundable at the discretion of the ITC. (2-22-93)

h. Rental Costs. Grantees are encouraged to complete projects in the most cost effective manner. If the purchase of equipment is not feasible due to a low use factor, the grantee will be allowed to enter into rental agreements to meet their equipment needs. Rental costs exceeding five thousand dollars (\$5,000) will not be exempt from the travel grant program's bid process. (3-20-04)

i. Application. When applying for grant funds to acquire equipment, the applicant must stipulate need for equipment, its location, intended use, and contact person. (2-22-93)

10. Brochure. Ranked Primary. Includes expenses for brochure photography, design, and printing. Applicant shall state the purpose of the brochure, indicate if it is a reprint or new design, provide an estimated amount to be printed, and give a brief description of its layout and design. Additionally, applicant shall indicate its target audience, distribution plan, and include samples of the brochure, if available. For printing requirements, see Subsection 204.08. (2-22-93)

11. Other Items. Any other items not included above may be eligible as pre-approved by Idaho Commerce & Labor. (2-22-93)

011. -- 199. (RESERVED).

200. MULTI-REGIONAL PROMOTION.

Grants that combine the resources of two (2) or more non-profit local/special interest organizations in different regions, in an effort to promote both regions, are encouraged and supported by the ITC. These grants are called multi-regional and require a fifty percent (50%) match. They must meet the following guidelines: (2-22-93)

01. Non-Profit Submittal. A non-profit organization in each of the affected regions must submit a grant application to the ITC/ICL. Such application must specify that the request is a multi-regional request and show a regional liaison. To improve chances for a grant award, the applicant should show support from their respective region. Additionally, each grant application must include: (2-22-93)

a. State of Idaho Certificate of Incorporation and Articles of Incorporation from the Secretary of State or a letter of determination from the Internal Revenue Service. (7-1-98)

b. Notice of Employer Identification number assigned by the IRS. (7-1-98)

02. Memorandum of Agreement. A written memo of agreement must be included with each multi-regional grant application designating each regional key player and describing their role. (2-22-93)

03. Subcontract. Upon receipt of the grant award, the affected organizations must either subcontract with one (1) of the other organizations or subcontract with an independent contractor to perform the work outlined in the application. (2-22-93)

201. SMALL LOCAL EVENTS.

It is the intent of the Council not to fund the promotion of small local events. However, the Council will consider the unique benefits of events that have the potential of having a measurable impact on consumer travel and spending patterns. Such requests for funding will be judged on their specific merits. (2-22-93)

202. REPETITIVE FUNDING OF PROJECTS.

The Council does not wish to preclude itself from funding repetitive projects. However, no applicant should ever conclude that a plan will be funded because it has been funded in the past. When a previously funded plan is resubmitted, the applicant should show what benefits accrued from the first plan, i.e., the number of brochures remaining or number of responses from advertising or other applicable marketing programs. (2-22-93)

203. INELIGIBLE PROJECTS.

The following grant activities will not be considered for funding: (2-22-93)

01. Administration Expense. Rent, phone, supplies, postage, photocopying, travel or other overhead associated with the ongoing normal administrative functions of any organization are not eligible. Expenses directly related to implementing ITC funded plans, i.e., staff time, rent, and travel, will not be reimbursable to the grantee, but may be used as match. A ceiling is placed on administrative expenses of up to ten percent (10%) of the ITC funds awarded. (2-22-93)

02. Brochures. Printing of brochures and materials that does not deal strictly with travel or convention promotion is not eligible. (2-22-93)

03. Alternative Funding Sources. Printing of materials that may have alternative funding sources (i.e., regular chamber of commerce budgets) or that have been funded previously with the agency's own funds. (2-22-93)

04. Salary or Personnel. Salary or personnel expenses or expenses relative to personnel costs involving grant writing or administration are not eligible. (2-22-93)

05. Funding for Partial Projects. The ITC will not fund partial projects phased in over one (1) or more grant cycles. Projects must be completed during the contract period. This excludes fulfillment. (2-22-93)

06. Capital Outlay. Office equipment, signs, (other than the approved rest area signing) display cases, expenditures for buildings, additions or improvements to buildings will not be considered for funding. (2-22-93)

204. PLAN REQUIREMENTS.

Applicants must follow these requirements: (2-22-93)

01. Goals/Objectives. The needs of the plan must be consistent with the ITC Strategic Objectives. (2-22-93)

02. Adequate Management. The applicant must show his/her ability to properly operate and maintain the management and accounting system for the plan. (7-1-98)

03. Previous Grant Versus New Application. The ITC encourages successful applicants to complete all grants in a timely fashion. When considering applicants for funding, the ITC will scrutinize the applicant's historic grant record in terms of timeliness and effectiveness of implementation. (2-22-93)

04. Application Completeness. The applicant must submit applications to Idaho Commerce & Labor on the appropriate forms which will be provided by the department. The application must include a complete plan, grant summary sheet signed by the grantee, a detailed scope of work and a budget which includes sufficient funds for sales tax and an audit. (7-1-98)

05. Application Amendments/Withdraws. Amendments to either the scope of work or the budget on grant applications will be allowed only if written changes are submitted to Idaho Com-

merce and Labor ten (10) working days prior to the grant awards utilizing the same format as the application submittal. Any other changes must occur on the floor during awards by the Council and can only be amended by a member of the Council. Applicants wishing to withdraw applications must provide written notice to Idaho Commerce & Labor ten (10) working days prior to grant awards.

(3-20-04)

06. Plan Duration. Applicants are encouraged to limit the duration of their plan to fourteen (14) months or less.

(2-22-93)

07. Local/Regional Support. Applicants may show local/regional support of the plan by submitting up to three (3) letters of support. One (1) letter summarizing local match must be submitted with the application.

(2-22-93)

08. Credit Logo And Printing Identification. All plans funded by the Idaho Regional Travel and Convention Grant Program shall credit said program.

(5-3-03)

a. A logo, as determined and provided by the ITC, with the following guidelines, will be placed on all ITC funded brochures. Special permission to adjust the size of the approved ITC logo, except where specified in these rules, must be granted by the state.

(5-3-03)

i. The approved ITC logo will be used in all publications in a color in keeping with the design of the piece and must be pre-approved by ITC staff before final printing.

(5-3-03)

b. Eight and one-half by eleven inch (8 1/2" x 11") or larger brochures will incorporate the use of a one-half inch (1/2") logo; eight by ten inch (8" x 10") or smaller brochures, will incorporate the use of a one-fourth inch (1/4") logo.

(5-3-03)

c. Printing Identification: ITC grant year, assigned ITC grant number, printed quantity.

(5-3-03)

d. State 800 Telemarketing Number: "For additional information on Idaho, call 1-800-VISIT-ID."

(2-22-93)

e. The word "IDAHO" shall appear prominently on the front of the brochure. The ITC approved logo will appear on either the front cover, the inside front cover, or the back cover of the brochure.

(5-3-03)

f. Other printed materials, web sites, and print advertising shall include the approved ITC logo. Size of logo to be proportional to the size of website or publication. See Idaho Commerce & Labor grant website for current downloadable graphic elements.

(5-3-03)

i. Slide shows, videos, films, TV productions or commercials will include the approved ITC logo. Size to be proportional to the size of the grantee approved content.

(5-3-03)

ii. Radio advertisements will include the following ITC acknowledgement: "Visit Scenic Idaho".

(3-20-04)

iii. Billboards will include the approved ITC logo. Size to be proportional to the size of the display. (5-3-03)

iv. Trade show booths will display the approved ITC logo in a size and location easily viewable by the public. (5-3-03)

g. Fams funded by the Idaho Regional Travel and Convention Grant Program will credit that program with the approved ITC logo in materials appropriate to the event. (5-3-03)

h. Failure to comply with crediting the ITC for project funding could jeopardize payment for that project and future plan funding. (2-22-93)

09. Consultants. Indirect personnel costs are inherently eligible when applying for a specific project to be subcontracted to a consultant. The following regulations apply to hiring a consultant: (7-1-98)

a. The contract between the consultant and the grantee must be approved by Idaho Commerce & Labor and shall include language stating the contractor has sufficient Workmen's Compensation or liability insurance. Payment will not be reimbursed until Idaho Commerce & Labor has approved the contract. (2-22-93)

b. Consultant's billing must be itemized. Lump sum billings will not be eligible for payment. (2-22-93)

c. The Council will not fund retainers or other regular ongoing fees for consultant services or pay a consultant to administer a grant. (2-22-93)

205. GENERAL CONTRACTUAL GUIDELINES.

Upon selection the applicant agrees to meet all contractual requirements of Idaho Commerce & Labor, such as narrative progress reports, financial reports, amendment procedures, and subcontract procedures. (2-22-93)

206. STATE LAWS AND REGULATION.

01. Funds Used. These funds will be used in accordance with all applicable State laws and regulations relative to fiscal and audit requirements. (2-22-93)

02. Requirements: (2-22-93)

a. State sales tax (Grantees are not exempt from paying sales tax) (7-1-98)

b. Reimbursement procedures (7-1-98)

c. Travel (7-1-98)

207. PLAN OR PROJECT LOSES VIABILITY.

At any time a plan or project loses its viability, the plan or project may be terminated. This determination will be made by the Idaho Travel Council and the applicant. If they mutually decide the

plan or project should be terminated, Idaho Commerce & Labor shall terminate the plan or project and the funds will be reverted to the regional pool. (7-1-98)

208. INSURANCE REQUIREMENTS.

From time-to-time the department may require evidence of insurance for various projects. (7-1-98)

209. BID PROCESS.

01. Bids. Regional Travel and Convention Program grantees must utilize a bid process for purchases or services over five thousand dollars (\$5,000). (3-20-04)

02. Documentation. Prior to reimbursement for each cost, the appropriate information shall be submitted to Idaho Commerce & Labor which documents the following: (2-22-93)

a. Item or service to be purchased. (7-1-98)

b. Informal bids are required for projects between one thousand five hundred dollars (\$1,500) and five thousand dollars (\$5,000). This consists of contacting three (3) vendors. Formal bids are required for projects greater than five thousand dollars (\$5,000). This requires three (3) written bids from vendors. (3-20-04)

c. List vendors contacted and their response (list those contacted whether or not a response was received). (7-1-98)

d. Justify why the successful vendor was selected. (2-22-93)

e. Annual renewal of the subcontract can be made without rebidding, upon execution of a new contract between the grantee and the subcontractor and approval by Idaho Commerce & Labor. This can be done only after the initial three (3) bids have been processed. Subcontract renewal is authorized for up to three (3) years beyond the initial contract year. (7-1-98)

f. If a vendor is going to donate part of his/her charges as match, he/she shall have been the lowest bidder. (2-22-93)

210. AUDIT REQUIRED.

It is the responsibility of all Regional and Convention Program grantees with plans totaling one hundred thousand dollars (\$100,000) or more to have an audit. The audit shall be performed by a Certified Public Accountant and submitted to Idaho Commerce & Labor within sixty (60) days following the close of the grant. At the department's request, an audit may be required even if the grant is less than one hundred thousand dollars (\$100,000). An estimated amount of what the audit will cost must be included in the application. Audits are exempt from match requirements. (7-1-98)

211. -- 220. (RESERVED).

221. PLAN EVALUATION.

The plan application is evaluated by the following prior to selection by the Idaho Travel Council: (7-1-98)

01. Idaho Commerce & Labor. Applications are submitted to the department initially for a technical and programmatic review. Strict attention is given to application content, strengths and weaknesses, cost analysis, and past performance. Comments are developed and presented to the ITC for its consideration prior to funding. (7-1-98)

02. Idaho Travel Council. The department provides each Idaho Travel Council member with a copy of all plan applications submitted for that grant period. ITC members review and evaluate all applications. Evaluation from the department is considered in the selection process. (7-1-98)

03. Matching Funds. Match must be documented in the application. (2-22-93)

a. The Idaho Regional Travel and Convention Grant Program requires match from all organizations applying for funding as a way to: increase the regional/local commitment to the plan, to assist in generating more dollars to tourism promotion, and to allow the ITC to participate in more promotional efforts. (2-22-93)

b. All regional and local/special interest plans must provide fifty percent (50%) match, two dollars (\$2) to one dollar (\$1) local/regional. Of the fifty percent (50%) required match, up to seventy five percent (75%) will be accepted as in-kind. Up to ten percent (10%) of ITC funds awarded will be allowed as in-kind match for administrative expenses. All match must be outlined in the scope of work within the grant contract. Reimbursement will be made by Idaho Commerce & Labor as the match can be documented. Audits are exempt from match requirements. (7-1-98)

c. Match is defined as cash or in-kind (documented contributions/donations). Expenditures claimed for components necessary to the completion of the plan such as staff time, rent, travel, audits and watts line, will be allowed as match. Expenditures claimed for projects funded previously by the grantee, such as brochures and publications, will not be allowed as match. (2-22-93)

04. Technical Review. The following criteria are elements considered in the review of the application: (2-22-93)

a. Application Completeness: Summary sheet, scope of work, and budget filled out correctly. (2-22-93)

b. Agency/Jurisdiction Commitment: Evidence the plan has local/regional support. (2-22-93)

c. Demonstrated Accounting and Management System: History of adequate accounting and management system for monitoring the plan. (2-22-93)

d. Need: Addresses identified needs of the travel economy in the impacted region. (2-22-93)

e. Regional Impact: Will increase local/regional awareness, encourage visitors to stay longer or promote intra-regional travel. (2-22-93)

- f.** Continuing Benefits: Assurance that results will continue to be used beyond grant support. (2-22-93)
- g.** Plan Design: Plan designed to enable achievement of anticipated benefits or results (achieving goals and objectives within a reasonable time frame). (2-22-93)
- h.** Plan Innovation: Plan demonstrates clear solution to the stated needs. (2-22-93)
- i.** Evaluation: Plan demonstrates a sound methodology for measuring achievement of the stated project objectives. (2-22-93)
- j.** Cost Analysis: Applicant shows evidence that other resources are not available to support the plan fully, and requested funds are sufficient to accomplish plan objectives. (2-22-93)

222. PLAN SELECTION.

The Idaho Travel Council is responsible for the selection of plans to be awarded. Selection of Regional Travel and Convention Grants is as follows: (2-22-93)

01. Committee Presentation. At a regularly scheduled ITC meeting, applications for the Regional Travel and Convention Grant Program are presented, discussed and voted upon by the Idaho Travel Council. Grant applicants may be present to comment and answer questions. (2-22-93)

02. Contract Preparation. Once the Idaho Travel Council has selected plans to be funded, Idaho Commerce & Labor will notify all applicants, by letter, of their funding status. (2-22-93)

a. All contracts will be signed for a period of no more than fourteen (14) months unless otherwise stipulated in the contract. (2-22-93)

b. If applicable, special conditions of funding will be outlined. (2-22-93)

c. The grant will take effect upon the date of award. Grant monies cannot be obligated or expended until that date. No expenditures can be reimbursed until the contract is signed by the Director of Idaho Commerce & Labor. (2-22-93)

d. Extensions and amendments shall be discouraged. However, in the event of an extension or amendment, the grantee may shift up to twenty five percent (25%) of the total ITC dollars awarded, between line items, not to exceed ten thousand dollars (\$10,000) during the entire grant cycle. The grantee must complete the appropriate amendment form, and all ITC members will vote on each amendment, for dollar amounts in excess of ten thousand dollars (\$10,000). From Idaho Commerce & Labor, extensions of up to ninety (90) days can be granted. (3-20-04)

e. In the event a plan can be completed for less than the grant amount, the difference between actual plan costs and the grant amount shall revert to the respective regional grant funds. (2-22-93)

223. -- 230. (RESERVED).

231. TIME FRAME.

Grants will be awarded annually. Potential applicants will be advised of application deadlines through the following: (2-22-93)

- a. Grant Solicitation Letter. (2-22-93)
- b. Idaho Travel Council Newsletter. (7-1-98)
- c. Press Release. (2-22-93)

02. Limitation Periods. A limited period of not less than thirty (30) days will be established in the solicitation notice in which applicants must file. Upon filing closing, a period of at least thirty (30) days, but not more than sixty (60) days, will be allotted for grant review. (2-22-93)

232. -- 999. (RESERVED).

The rules listed in this handbook are not an official copy. An official copy may be obtained by contacting:

Department of Administration
650 W. State, Room 100
Boise, ID 83720-0306
(208) 332-1820

CONTRACT ADMINISTRATION

General Information

UPON APPROVAL OF FUNDING . . .

Prior to Contract Development: Idaho Commerce & Labor notifies successful applicants of their selection for funding and any conditions applied by the Idaho Travel Council. **Grants take effect upon the date of award. Grant monies cannot be obligated or expended until that date. No expenditures can be reimbursed until the director of Idaho Commerce & Labor signs the contract.**

Plan or Project Loses Viability: At any time, if a plan or project loses its viability, the plan or project may be terminated. The ITC and the applicant will make this determination. If they mutually decide the plan or project should be terminated, Idaho Commerce & Labor shall terminate the plan or project and the funds will be reverted to the regional pool.

Contracts: Contracts will be drawn up by the department for all grantees and administered by the department's travel grant specialist. If additional information is required to develop the contract, the department will contact grantees. The contract consists of several requirements: Articles I-XVII; Attachment A, Reporting Schedule; Attachment B, Procedures/Requirements and Budget.

Grantees should review the contract and program requirements for a complete understanding of ITC policies, state laws and reminders regarding contract administration, bid process, narrative progress reports, requests for funds, audits, etc. PRIOR TO SIGNING THE CONTRACT.

Contract Administration: Grant recipients should have one person designated as the grant manager (preferably the person who fills out the Request for Funds form). That individual is responsible for maintaining the official file with the application, correspondence, contract, narrative progress reports, requests for funds/invoices and samples of all products. According to the contract, the grant manager will be responsible to assure the elements of the contract are followed, the narrative progress reports are submitted in a timely manner, the requests for funds are accurate and appropriate attachments included and the grant is closed out efficiently with the necessary reports, products and audit submitted. (See Administrative Rules 204.02)

1. **Grant Selection Letter:** Idaho Commerce & Labor will send each grant recipient a letter notifying them of the grant status and special conditions.
2. **Contract Preparation:** Grant contracts are drawn up by Idaho Commerce & Labor. Revisions to the scope of work and budget are completed by the grant recipient, as needed, to comply with the conditions of their grant award.
3. **Contract Signed:** Two copies of the contract are sent to the grant recipient to sign and return. The department director signs the contract at which time a completed contract is sent to the recipient for their official file. **No expenditures can be reimbursed until the director of Idaho Commerce & Labor signs the contract.**

Contract Requirements

1. **BID PROCESS:** Grantees must undergo a bid process for purchases or services over five thousand dollars (\$5,000.00). **Prior to reimbursement** for each cost, the appropriate information shall be submitted to Idaho Commerce & Labor, documenting the following, (See Bid Report Form or Administrative Rules, Section 209):

- a. Item or service to be purchased.
- b. Vendors contacted and their response (list those contacted whether or not a response was received).
- c. Grantee's justification for selecting the agency.
- d. Annual renewal of the subcontract can be made without rebidding, upon execution of a new contract between the grant recipient and the subcontractor and approval by Idaho Commerce & Labor. This can be done **only** after the initial three (3) bids have been processed. Subcontract renewal is authorized for up to three (3) years beyond the initial contract year.

If there is only one agency which can provide the service or item to your specifications, it is considered a "sole source." In this case, the appropriate form shall be submitted to Idaho Commerce & Labor, outlining the following:

- a. Item or service to be purchased.
- b. Agency selected, which is the only provider of the item or service, **including those sources outside of the community.**

Use caution in claiming a sole source provider. Check with the department prior to entering into subcontracts of this nature. **(See Sole Source in Glossary)

Bids should be obtained not only for products to be developed, but also for hiring an ad agency, planning consultant, etc. (See requirements for consultants, Administrative Rules 204.09.)

2. **SUBCONTRACTS:** Idaho Commerce & Labor shall, according to the grant contract, review and approve all proposed subcontracts entered into by the grantee. Subcontracts are usually entered into for professional services. Subcontracts must contain the following information where applicable (See detailed outline in Report Forms section of handbook):

- a. Beginning and ending dates.
- b. Contract terms must be within grant terms (dates, etc.).
- c. Total dollar amount.
- d. Cancellation clause - 30 days.
- e. No employer-employee relationship.
- f. Comply with terms and conditions of the ITC grant.
- g. Detailed scope of work.
- h. Budget.
- i. Budget compatible with scope of work.
- j. Were bids made, if applicable; subcontracts provided?
- k. Contract signed by appropriate official.
- l. Save harmless statement.
- m. Contract relationship statement.
- n. Liability statement.

3. **PRINTING APPROVED CREDIT LOGO AND IDENTIFICATION:** All plans funded by the Idaho Regional Travel and Convention Grant program shall credit said program. **All printed**

material will be submitted to Idaho Commerce & Labor, for approval, prior to printing. Allow five (5) to seven (7) working days for department approval. (See Administrative Rules, Section 204.08)

- a. A logo, as determined and provided by the ITC, with the following guidelines, will be placed on all ITC funded brochures. Special permission to adjust the size of the approved ITC logo, except where specified in these rules, must be granted by the state.
 - i. The approved ITC logo will be used in all publications in a color in keeping with the design of the piece and must be pre-approved by ITC staff before final printing.
 - b. Eight and one-half by eleven inch (8 1/2" x 11") or larger brochures will incorporate the use of a one-half inch (1/2") logo; eight by ten inch (8" x 10") or smaller brochures, will incorporate the use of a one-fourth inch (1/4") logo.
 - c. Printing Identification: ITC grant year, assigned ITC grant number, printed quantity.
 - d. State 800 Telemarketing Number: "For additional information on Idaho, call 1-800 VISITID."
 - e. The word "IDAHO" shall appear prominently on the front of the brochure. The ITC approved logo will appear on either the front cover, the inside front cover, or the back cover of the brochure.
 - f. Other printed materials, websites, and print advertising shall include the approved ITC logo. Size of logo to be proportional to the size of website or publication. See www.idaho.tourism.gov/grants for current downloadable graphic elements.
 - i. Slide shows, videos, films, TV productions or commercials will include the approved ITC logo. Size to be proportional to the size of the grantee approved content.
 - ii. Radio advertisements will include the following ITC acknowledgement: "Visit Scenic Idaho".
 - iii. Billboards will include the approved ITC logo. Size to be proportional to the size of the display.
 - iv. Trade show booths will display the approved ITC logo in a size and location easily viewable by the public.
 - g. Fams funded by the Idaho Regional Travel and Convention Grant Program will credit that program with the approved ITC logo in materials appropriate to the event.
 - h. Failure to comply with crediting the ITC for funded programs will jeopardize payment for the project and future funding.
4. **STATE SALES TAX:** Grantees will be required to pay state sales tax for appropriate items as billed by vendors. **(See Administrative Rules, Section 206.02, a)**
5. **ADHERE TO PROGRAM REQUIREMENTS:** Grantees will follow the Administrative Rules for the Idaho Regional Travel and Convention Grant program.

6. **NARRATIVE PROGRESS REPORTS:** Narrative progress reports indicate activities relating to the scope of work, per Attachment A of the contract, for a given period of time. Reports should follow the schedule provided in the contract under Attachment A. A final narrative progress report will be required, which reviews the overall implementation and success of the project (see Report Forms). **Be timely in submitting reports. Reimbursement is dependent upon receipt as evidence of progress. Include a measurable analysis of completed programs/events.**

7. **REQUEST FOR FUNDS:** Request for Funds Forms must be completed and submitted to Idaho Commerce & Labor when the grantee wishes to receive payment for costs incurred. Payment is on a reimbursement basis only. Reimbursement may be requested for items specifically included in the grant contract's scope of work and budget. **Expenditures outside of the scope of work and budget are subject to refusal of payment.**

- a. An original Request for Funds Form (see Report Forms) must be completed and accompanied with the appropriate invoices, tear sheets and products, signed by the grant manager and submitted to the department for reimbursement.
- b. Submit monthly (**multiple requests discouraged**) for work performed up to 90% of the total sum of the contract. The final ten percent (10%) may be requested only upon completion of the contract scope of work, submission of products, ten (10) copies and acceptance of the final narrative progress report by the department.
- c. A final request for funds is required to close out the contract. Note: If the audit is paid with ITC funds, a copy of the audit must accompany the request for audit reimbursement.

8. **EXTENSIONS/AMENDMENTS: EXTENSIONS AND AMENDMENTS SHALL BE DISCOURAGED.** However, in the event of an extension or amendment, the grantee may shift up to twenty five percent (25%) of the total ITC dollars awarded between line items, not to exceed ten thousand dollars (\$10,000) during the entire grant cycle. The grantee must complete the appropriate amendment form, and all ITC members will vote on each amendment for dollar amounts in excess of ten thousand (\$10,000). From Idaho Commerce & Labor, extensions of up to ninety (90) days can be granted. (See Request for Amendment Form, and Administrative Rules Section 222.02, d) **Requests for extensions or amendments must be submitted no later than two (2) weeks prior to an ITC meeting to allow for proper review and evaluation.**

9. **AUDIT REQUIREMENTS:** It is the responsibility of all grantees, with a grant totaling one hundred thousand dollars (\$100,000) or more, to have an audit. The audit shall be performed by a Certified Public Accountant (CPA) and submitted to Idaho Commerce & Labor within sixty (60) days following the close of the grant. At the department's request, an audit may be required even if the grant is less than one hundred thousand dollars (\$100,000). An estimated amount of what the audit will cost must be included at the time of the application. **Audits are exempt from match requirements. (See Administrative Rules, Section 210)**

Provide the following information to the CPA to assist in auditing the plan: a copy of the applicable grant handbook and the grant contract with any subsequent amendments. The audit should assure the following:

- a. The scope of work was met.
- b. All expenditures were within the grant contract budget.
- c. Special warranties and conditions with the handbook and the grant contract complied.

10. **ITC GRANT PROGRAM TOURISM WEBSITE GUIDELINES:** Following are items allowable under ITC guidelines:

Regional Organizations: The following items are **ALLOWABLE**:

Computer Hardware

One computer unit per region should be requested by the lead organization in the region. Remember that this equipment is state property.

Regional Organizations and All Other Grantees: The following items are **ALLOWABLE**:

Monthly Internet Connection Charges

This amount should not exceed seventy dollars (\$70) per month. Exceptions will be allowed only in special cases. Monthly phone line charges are eligible, including costs associated with installation of an extra line for Internet access, such as a fax line. We do not recommend that you attempt to share your fax line with the computer. Monthly phone charges can include broadband connections such as DSL, cable service and cable modem.

Monthly Website Hosting Fees

This amount should range between fifty and one hundred dollars (\$50-\$100) per month. Exceptions will be allowed only in special cases. This amount can include monthly data base service charges or e-commerce solutions.

Software

Software can include web authoring packages such as Microsoft Front Page, Adobe GoLive, Macromedia Dreamweaver, plus graphics processing programs such as Adobe Photoshop, Adobe Image Ready or web editing programs such as BB Edit.

Website Design Consulting/Services (Bid required)

This should include all design services, file conversions, photo preparation and graphics for your site. Any projects exceeding five thousand dollars (\$5,000) will require a formal bid. Sites are usually seven to fifteen (7-15) pages of information and should include the following:

- Area Information
- Lodging Listings
- Outdoor Recreation
- Calendar of Events
- Photos of the Area
- Maps
- Business Services

Website Updates

Site updates such as adding new photos and graphics or new sections are encouraged and should be done at least once a year. This can be included in your initial bid. Site updates that exceed five thousand dollars (\$5,000) must be formally bid. Informal bids are required for projects between one thousand five hundred dollars (\$1,500) and five thousand dollars (\$5,000).

Additionally, staff time for database updates and maintenance of the website can be claimed and is considered similar to stuffing and sorting of traditional mailings. If fulfillment is awarded, this may be stated as an hourly charge at minimum wage rates. The items listed above are eligible for ITC funding or cash match.

Website Traffic Reports

Your bid must include quarterly reports on traffic to your site. These reports must be copied to Idaho Commerce & Labor for verification with your quarterly Narrative Reports. Failure to do this will lead to non-reimbursement of your site charges.

Marketing Your Site

Your organization is encouraged to offer advertising on your site, such as banner ads or sponsorships that lead people to hotels or other attractions in your area. This can add to the usability of your site and will encourage chamber members to participate in the "info highway." However, no grant funds can be used to either promote advertising or to pay for the design of it on your site. If you choose to do this, you can expect to generate some revenue that should allow it to pay for itself.

Site Ownership

The owner is the chamber or organization that puts up the site (Grantee) and the State of Idaho. The ITC credit logo must appear on your website as well as a link to the Idaho Travel and Tourism Page at www.visitidaho.org.

The following items are eligible only as **CASH MATCH FOR ALL ORGANIZATIONS:**

Computer Hardware Upgrades On System Used For Site Maintenance

High-speed network access such as DSL, cable modem. Software used for site maintenance including web-authoring packages such as GoLive Cyberstudio.

If you have any questions concerning websites, please contact Peg Owens at 334-2470.

ITC GRANT PROGRAM GUIDELINES ON REPORTING WEB VISITS

Website Reports and Tracking Requests and Hits

Total Requests. This identifies the total server activity over the report period. Often referred to as the number of hits, this represents how busy your server was, NOT how many people visited your site. This number is often quoted in company reports and press releases when people are boasting how busy their site is. However, it is *not* a realistic measure of the number of people visiting your site. When a user accesses a page, many requests to the server are generated since each page consists of multiple elements such as graphics, photographs and text sections. If you measure hits, you should divide that figure by a factor of ten (10) to get an estimate of the number of actual visitors to your site. It is preferable and more accurate to use the Total Visits statistic as described below.

Visitor Statistics (Total Visits)

Total Visits. This statistic is the most useful measure of your site's popularity. Visits are calculated differently than simple server requests or hits. When a user first logs into the site, a statistical tracking program assigns a unique ID to the visitor and keeps track of them for the entire time they browse the site. It then uses a configurable timeout value to determine when the user has logged out. Since the average stay on each website is around two (2) minutes, after ten (10) minutes of inactivity on the site you can assume the user has logged out and therefore the tracking program increments the visit count for that client. The Total Visits statistics is a more accurate number to report as visitation to the site.

Total Pages. This measures the total number of pages downloaded to a viewer. It does not include images, logos or graphic elements, just the number of pages, .htm, asp, etc.

Total Unique Visitors. Unlike the Total Visits statistic, which measures total number of visitors, including those from the same person, the Unique Visitors statistic identifies only visits from unique individuals. With the Unique Visitor statistic, a person who visits the site a number of times will only be counted once during each reporting period. The Idaho Travel Council reports on both Total Visits and Unique Visitors and considers each Unique Visitor to be a web inquiry.

ITC GRANT PROGRAM GUIDELINES

For production of a TOURISM WEBSITE

This set of guidelines addresses issues of Website content for sites funded through Idaho Commerce & Labor Travel Grant Program.

PAGE ELEMENTS

- Allow your readers to quickly obtain the information they seek by keeping the page layout simple. Different browsers can produce different results, completely changing the presentation. Review the page using several browsers and operating systems for the best results.
- Be consistent from page to page. Place navigation menus and icons in the same location and order on each page. Headings used to indicate major topics on one page should be used similarly on a following page.
- Keep headings, images and rule lines to a minimum. The eye should be first drawn to the most important parts of the page.
- Use larger and bolder heading typeface for headings, not as text emphasis. Avoid extremely large or small text.
- Use emphasis sparingly. Boldface, italic, and words in all caps are hard to read and confusing, especially if all these methods are used in a single paragraph. Blinking, flashing & rotating items should be avoided.
- Use the ALT attribute of the IMG tag to automatically substitute appropriate text strings for graphics in text-only browsers. This is important for the visually impaired and for users with very slow modems that may have their graphics turned off.
- One sentence describing your business, chamber of commerce or agency should be at the top of the index page. The use of your organization's logo is optional, but encouraged.
- Include contact information such as address, phone numbers and e-mail. Visitors may have questions and want to contact you by more conventional means.
- Include information on when the page was last revised or updated. This should go at the bottom of each page.
- Meta tags, hidden descriptive tags within the html code used by search engines, should be employed, as they will increase search engine effectiveness.

LINKS

- Make text links relevant to the current topic. Avoid phrases such as "click here."
- Linked text is a form of emphasis. Use single words or short phrases as linked text, not entire passages or paragraphs.
- Include a link on each page back to your home page.
- Provide a link on the home page back to www.visitidaho.org. A downloadable logo is available for use at www.tourism.idaho.gov/grants.

WRITING

- Be brief! Write information clearly and concisely. Most visitors to websites remain on any page for just moments. Get your message across quickly.
- Organize the document for quick scanning by the reader. Use headings to highlight topics. Use lists to summarize items.
- A paragraph should make its main point near the beginning; the further into the paragraph the less likely the point will be read.
- Spell check and proofread. Bad grammar or spelling reflects on your organization and you. Reliability of the information may be questioned.
- Remember that visitors may be using different operating systems and different browsers. Avoid using phrases that function in only one brand of browser such as: "Click here" (The phrase doesn't apply if the reader is not using a mouse); "Pull down and select Save" (Browsers have different methods of accomplishing an action); or "Use the back button". Reviewing the site using different browsers and operating systems will ensure maximum effectiveness by all viewers of the site.

IMAGES

- Use the medium-quality JPEG format for photos and graphics that have a lot of blended color. Use the GIF format for simple graphics that have distinctively defined edges, such as buttons, logos and icons.
- Try to keep your graphic sizes to fewer than 60K per page, less than 35K is better. A 28.8 modem takes 15 seconds to load a 35K graphic. Don't overload your home page with unnecessary graphics. Visitors may get frustrated and leave your site before they have really seen it. Certain areas within a site, such as a photo gallery, are expected to take more time to load and you can utilize more memory there.
- Avoid JAVA applets (not JAVASCRIPT, which is different), such as scrolling banners. JAVA applets slow page download time considerably.
- Avoid animations unless they have a definite purpose. If you want to use animations, make sure you have a good reason to do so and keep them under 25K. If you develop a banner ad, you will find that most of the major sites will not accept it if it is over 15K.

GUIDELINES FOR REIMBURSEMENT AND DOCUMENTING MATCH

I. REQUESTS FOR REIMBURSEMENT

All requests for reimbursement shall coincide with the Administrative Rules and as outlined under the approved scope of work and budget. This request must include a Request for Funds Form, invoices, and other documentation as indicated per activity. (See Report Forms).

II. MATCH DOCUMENTATION

ALL MATCH EXPENDITURES MUST BE DOCUMENTED. Documentation shall be an invoice stamped "paid" or "credited" by the vendor, or an invoice **accompanied** by a copy of the check, which paid for the product, and other documentation as indicated per activity below.

NOTE: ALL REQUIRED MATCH MUST DEAL DIRECTLY WITH THE PROJECTS FUNDED IN THE GRANT CONTRACT.

III. MATCH REIMBURSEMENT

Match requests must be included on the Request for Funds Form, with all required documentation (see Request for Funds Form and accompanying instructions).

Match requests shall be made on a fifty percent (50%) basis (\$2 ITC to \$1 local/regional). Of the fifty percent (50%) required match, up to seventy-five percent (75%) will be accepted as in-kind; therefore, at least twenty-five percent (25%) must be cash match. Up to ten percent (10%) of the ITC funds awarded (**or ten percent (10%) of funds expended**) will be automatically credited as in-kind match for administrative expenses without requiring documentation. Audits are exempt from match requirements.

EXAMPLE

ITC Funds Awarded

\$1,000

Less 10% Admin

Less 25% Cash Match

Total In-kind Match

(75% of Match Amt.; Less 10% Admin)

Match

\$500 (50% of ITC funds)

<100> (\$1,000 x 10%)

<125> (\$500 x 25%)

\$275

MATCH DEFINED

The purpose of requiring match for the ITC grant program is to provide additional funding for the promotion of the travel industry and to encourage grantees to utilize all available resources in the promotion of their areas.

PLEASE NOTE: ALL REQUIRED MATCH MUST DEAL DIRECTLY WITH THE PROJECTS FUNDED IN THE GRANT CONTRACT. Projects not funded by the grant, and desired as match, must directly relate to the grantee's overall travel promotion efforts, and must be outlined in the grant application for ITC consideration.

The following match definitions apply to the ITC grant program:

Cash Match - Cash funds, which are donated for the completion of grant projects, represent the grantee's cash match. This includes money contributed to the grantee by private organizations, public agencies, institutions, private individuals, etc. The cash expenditures must be for project-related costs and must be tied directly to the projects as outlined in the scope of work. Credit for cash match is received when incurred as an actual expenditure.

In-kind Match (Documented contributions/donations) - In-kind match represents the value of non-cash contributions (donated product and/or service) provided by the grantee, private organizations, institutions, public agencies, private individuals, etc. The non-cash contributions must be for project-related costs and must be tied directly to the projects as outlined in the scope of work. (In the case of donations over five thousand dollars (\$5,000), three (3) bids must be obtained to establish market value).

Examples of allowable match items in some common grant elements are:

1. **Advertising**

Cash Match - Cash payment for eligible items such as ad design, placement, etc.

In-kind Match - Donated air time for radio and television, provided the air time is directly related to the grant project; donated print ads for newspapers, magazines, and other items which are directly related to the grant projects, as allowed under the grant rules; and, donated artwork, layout, placement, etc.

2. **Convention Promotion**

Cash Match - Cash for eligible items such as airfare, lodging, meals, etc.

In-kind Match - Donated costs of airfare, lodging, meals, etc.

3. **FAM Tours**

Cash Match - Cash for eligible items such as airfare, in-state transportation, etc.

In-kind Match - Donated costs of airfare, car and van rentals, gas, meals, lodging, attractions fees, etc.

Note: Participation of spouses or companions on a FAM tour cannot be reimbursed or considered as match unless that person is a qualified member of the company.

4. **Fulfillment**

Cash Match - Cash for paper and ink for printing, postage, envelopes, brochure production, etc.

In-kind Match - Donated paper and ink for printing, envelopes, brochure production, etc.

5. **Travel and Trade Shows**

Cash Match - Cash for transportation, meals, lodging, registration, equipment rentals, etc.

- In-kind Match** - Donated transportation, meals, lodging, registration, equipment rentals, giveaways, etc.
6. **Slide Shows/Videos**
- Cash Match** - Cash for cost of materials, production, etc.

In-kind Match - Donated material and production costs for video, etc.

Administrative Expenses

A ceiling of ten percent (10%) of the ITC funds expended will automatically be credited as in-kind match on the **last** request for funds. No documentation is required for administrative expenses.

All match (cash and in-kind) must be listed in the grant application. The ITC and Idaho Commerce & Labor staff will review match eligibility.

PROCEDURES CHECKLIST

The following checklists will help you complete different aspects of the grant contract.

Securing Services, Items Over Five Thousand Dollars (\$5,000) (Also required when utilizing a single vendor to complete several unrelated projects.)

1. _____ Write a Request for Proposal (RFP) and submit it to at least three (3) prospective vendors. The RFP must describe the service/item to be acquired. Bids for simple purchases (i.e., envelopes) may be acquired over the telephone.
2. _____ Upon receipt of the vendors' bids, complete the Bid form (See Report Forms) and submit to Idaho Commerce & Labor (ICL) for review and approval.
3. _____ Once ICL approves the bid selection, draft a subcontract between the awarding agency (grantee) and the vendor (See Report Forms).
4. _____ Submit draft subcontract to ICL for review and approval.
5. _____ Once ICL approves the subcontract, have both parties sign it. Mail a copy to the ICL.
6. _____ Proceed according to the grant contract's subcontract's guidelines.

(Refer to the following section of the grant handbook: Administrative Rule 204.09)

Extending Grant Contract

1. _____ Submit completed Request for Amendment Form to ICL (See Report Forms).
2. _____ Upon extension approval, sign contract amendment.
3. _____ Amend vendor subcontract(s) affected by the contract extension.
4. _____ Mail copy of amended vendor subcontract(s) to the ICL.

(Refer to the following section in the grant handbook: Administrative Rule 222.02, d)

The Grant Application is Awarded

1. _____ Receive award letter from ICL.
2. _____ Receive one (1) original and one (1) copy of the grant contract for review and signature.
3. _____ Send both signed grant contracts to ICL for signature.
4. _____ Receive original copy of grant contract.
5. _____ Complete and send the Authorized Signature Form to ICL (see Report Forms). Failure to do so will result in delayed reimbursements.

Printing Brochures, Posters, Flyers, etc.

1. _____ Follow the steps to secure services/items over five thousand dollars (\$5,000).
2. _____ After Bid Form and Subcontract is submitted to and approved by the ICL, you may proceed with product development.
3. _____ Submit a blue line (proof) to the ICL for review and approval. **Allow five to seven (5 – 7 working days).**
4. _____ Upon approval from ICL, print product.
5. _____ Send ten (10) copies of completed product to ICL to receive reimbursement. For credit as match send one (1) copy only.

(Refer to the following sections of the grant handbook: Administrative Rules 204.08 and 204.09)

**AUTHORIZED SIGNATURES FOR PAYMENT ON
REQUEST FOR FUNDS**

Grant Organization: _____ Grant # _____

Address: _____

Signatures of individuals authorized to request payment on the grant contract. (Only one signature is required on a payment request unless otherwise requested.)

Signature: _____ Date _____

Printed Name: _____

Title: ITC GRANT MANAGER

2nd Signature: _____ Date _____

Printed Name: _____

Title: _____

I certify that the above signature(s) are of the individuals authorized to draw payment for the cited contract.

_____ Date _____

Signature of Organization's Chief Official

Printed Name

It is understood the approved grant manager is notifying the Organization's Chief Official of all requests for funds and the status of the grant projects.

Submit by Mail Only to:
Idaho Commerce & Labor
ITC Grant Program
700 W. State Street
PO Box 83720
Boise, Idaho 83720 - 0093

NARRATIVE PROGRESS REPORT

Date Submitted: _____ Date Reviewed by ICL staff and sent to ITC Rep: _____

Grant Organization: _____ Grant # _____

Check one: Interim _____ Final _____ Report Period: From _____ to _____
(See Attachment A of Grant Contract for Dates)

Grant Manager: _____ Phone: _____

Address: _____

In the space below or on an attached sheet, answer the following questions for **EACH** element in your scope of work.

Interim - All of these questions should be answered for **EACH** project in all reports except the final report. **List element by name & element number.**

1. Has the element been completed?
2. If the element is in progress:
 - (a) What has been accomplished?
 - (b) What remains to be done?
 - (c) Are there any problems?
3. If the element hasn't been started, why?
4. What benefits have been realized to date? (Include statistical information.)

Final - This is your last report. Answer each question by element and project in your scope of work.

1. What was accomplished?
2. How did it promote travel in Idaho?
3. Provide statistical information and what evaluation technique was used to determine.
4. List any recommendations for project improvement.

**BID FORM
PRODUCTS AND/OR SERVICES
OVER \$5,000.00**

GRANT ORGANIZATION: _____ Grant # _____

Check one: ☐ New Bid ☐ Renewal - Original bid submitted under Grant # _____
 ☐ Sole Source

Note: You must solicit at least three (3) bids. If your project specifications change after you have opened the bid or after selecting a contract, you must rebid.

Item or service to be purchased:

- ☐ Poster ☐ Brochure ☐ Advertising
☐ Marketing Research ☐ Slide Shows/Videos ☐ Fulfillment
☐ Other _____

Company Contacted	Contact Person	What Was Bid/Proposal

Attach copy of evaluation sheets and summary points, in addition to the signed subcontract. If a company did not reply to your proposal, please indicate.

Company selected: _____

Justify why this company was selected: _____

Renewal - You can renew a contract only if it was originally bid under the ITC grant program. State your reasoning for using the same contractor for this project. You must go out for bid at least every three years in the case of contract renewals.

Sole Source - Before you award a sole source contract, you must check with Idaho Commerce & Labor for approval. Please indicate, in writing, why you are claiming sole source and the agency you have selected to contract with. See ITC Guidelines and Glossary.

REMINDER: Upon selection of this company, be sure to submit a signed contract to Idaho Commerce & Labor. The department shall, according to the contract, review and approve all proposed subcontracts entered into by the Grantee. See Subcontract Requirements.

Mail to: Idaho Commerce & Labor
 ITC Grant Program
 700 West State Street
 P.O. Box 83720
 Boise, Idaho
 83720-0093

SUBCONTRACT REQUIREMENTS

Idaho Commerce & Labor shall, according to the contract, review and approve all proposed subcontracts entered into by the grantee. **The subcontract must contain the following information:**

- a. Beginning and ending dates coinciding with your ITC contract dates.
- b. Contract terms must be within grant terms (dates, etc.).
- c. Total dollar amount to be paid to contractor.
- d. Amendment/Cancellation clause. This contract shall be amended or terminated by a written acknowledgement from each of the parties allowing thirty (30) days prior notice. In the event of termination, an applicable payment of a fair and reasonable amount for the work completed to that date will be made.
- e. No employer-employee relationship clause.
- f. Comply with terms and conditions of the ITC grant, all applicable state laws and ITC regulations.
- g. Detailed scope of work.
- h. Budget - total dollar amount to be paid by category. Do not lump sum.
- i. Budget compatible with scope of work.
- j. If advertising or similar contract, indicate method of payment, such as dollars/hour and/or commission. Retainer fees are not allowable.
- k. Contract signed by appropriate official.

NOTE: THE FOLLOWING MUST APPEAR VERBATIM IN THE SUBCONTRACT:

- l. Save Harmless: Vendor shall protect, indemnify, and save the state **and your organization** harmless from and against any damage, cost, or liability, including reasonable attorney's fees for any or all injuries to persons or property or claims for money damages arising from acts or omissions of vendor, his employees, or subcontractors, however caused.
- m. Contract Relationship: It is distinctly and particularly understood and agreed between the parties hereto that the State of Idaho **and your organization** is in no way associated or otherwise connected with the performance of this contract on the part of the Contractor, nor as to the employment of labor or the incurring of other expenses; that the said Contractor is an independent contractor in the performance of each and every part of the contract and solely and personally liable for all labor and other expenses except as otherwise stated herein, in connection therewith, and for any and all damages in connection with the operation of this contract whether it may be for personal injuries or damages of any other kind.

- n. **Liability:** The Contractor shall exonerate, indemnify, and hold the State of Idaho **and your organization** harmless from and against and assume full responsibility for payment of all federal, state, and local taxes or contribution imposed or required under unemployment insurance, social security, workers compensations, and income tax laws with respect to Contractor's employees engaged in the performance of this contract. The Contractor will be responsible for maintaining workers compensation insurance and will provide certificate of same, if required. The state will not assume liability as an employer.

**EXAMPLE SUBCONTRACT
NON-SPECIFIC CAPITALIZED WORDS OR BLANK SPACES MUST BE CHANGED TO
REFLECT YOUR SUBCONTRACT NEEDS**

CONTRACT FOR ITC GRANT _____ - _____ - _____
BETWEEN
GRANTEE
AND
SUBCONTRACTOR

This is a contract between the GRANTEE and SUBCONTRACTOR. The terms of the contract are as follows:

1. This contract shall be entered into as of BEGINNING DATE and shall continue up to and through ENDING DATE (should coincide with grant's ending date) by and between SUBCONTRACTOR of CITY, STATE and the GRANTEE of CITY, Idaho.
2. SUBCONTRACTOR agrees to (short description of work to be done).
3. A detailed Scope of Work is attached as Addendum "A".
4. A detailed budget is attached as Addendum, "B". It is agreed that the project shall not exceed the amount of \$_____.
5. This contract shall be amended or terminated by a written acknowledgement from each of the parties allowing 30 days prior notice. In the event of termination, an applicable payment of a fair and reasonable amount for the work completed, to that date, will be made.
6. Contracting parties warrant by signature that no employer/employee relationships are established between the GRANTEE and SUBCONTRACTOR.
7. All terms and conditions of ITC GRANT#_____ are agreed to be complied with and herein made a portion of this contract.
8. Save Harmless: SUBCONTRACTOR shall protect, indemnify, and save the State of Idaho and the GRANTEE harmless from and against any damage, costs or liability, including reasonable attorneys' fees for any or all injuries to persons or property or claims for money damages arising from acts or omissions of vendor, his employees, or subcontractors, however caused.
9. Contract Relationship: It is distinctly and particularly understood and agreed between the parties hereto that the State of Idaho and the GRANTEE are in no way associated or

otherwise connected with the performance of this contract on the part of the Contractor, nor as to the employment of labor or the incurring of other expenses; that the said Contractor is an independent Contractor in the performance of each and every part of the contract and solely and personally liable for all labor and other expenses except as otherwise stated herein, in connection of this contract whether it may be for personal injuries or damages of any other kind.

10. Liability: The Contractor shall exonerate, indemnify, and hold the State of Idaho and the GRANTEE harmless from and against and assume full responsibility for payment of all federal, state, and local taxes or contribution imposed or required under unemployment insurance, social security, workers compensation, and income tax laws with respect to Contractor's employees engaged in the performance of this contract. The Contractor will be responsible for maintaining workers compensation insurance and will provide certificate of same, if required. The State of Idaho and the GRANTEE will assume no liability as an employer.
11. It is agreed by the parties that the following payment plan shall be set forth as indicated below.

GRANT CHIEF OFFICIAL SIGNATURE

Date: _____

ORGANIZATION NAME

SUBCONTRACTOR NAME

Date: _____

ORGANIZATION NAME

ATTACHMENT "A" - may include

1. Idaho Commerce & Labor shall have final approval before printing.
2. The word "IDAHO" shall appear prominently on the front of the brochure.
3. The ITC shall be credited as follows: The approved logo will appear on either the front cover, the inside front cover, or the back cover of the brochure, along with the ITC grant year, assigned ITC grant number, and number of printed quantity.
4. The state's toll free number shall appear on the brochure: "For additional information on Idaho, call 1-800-VISIT-ID."

ATTACHMENT "B" - may include

Detailed Budget

1.	Layout/design	\$0.00
2.	Printing	\$0.00
3.	Bleeds/screening	\$0.00
4.	Other costs	<u>\$0.00</u>

This amount should equal total cost of budget in paragraph 4. \$0.00

Idaho Regional Travel and Convention Grant Program Request for Funds

Organization: _____ Grant Contract # _____

Timeframe Covered by this Request: _____ to _____

Address: _____ City: _____ Zip: _____

Grant Manager: _____ Phone Number: _____

Interim Request #: _____ Final Request () _____ Tax Payer ID #: _____

1. ITC Funds Awarded \$_____ 4. Total Match Obligation \$_____

2. Less Funds Requested YTD \$_____ 5. Less Match Spent to Date \$_____

3. Balance of ITC Funds \$_____ 6. Balance of Match \$_____

[illegible]

Match Expenditures **THIS REQUEST**

Match Expenditures YEAR-TO-DATE

11. In-kind Match \$ _____

12. Cash Match \$ _____

13. Total Match \$ _____

14. In-kind Match \$_____

15. Cash Match \$ _____

16. Total Match \$ _____

Note: Furnishing false information may constitute a violation of applicable state and federal laws. I certify that the above is correct based on the contractor's official accounting system and records, consistently applied and maintained, and the costs shown above have been made for the purpose of and in accordance with, the terms of the contract. The funds requested are for reimbursement of actual costs made during this time period.

Authorized Signature: _____

Title: _____ Date: _____

Submit by Mail Only to:
Idaho Commerce & Labor
ITC Grant Program
700 West State Street
PO Box 83720
Boise, Idaho 83720-0093

INSTRUCTIONS FOR COMPLETING THE REQUEST FOR FUNDS FORM

The Request for Funds form is used to request funds. Funds are released when a properly completed form is submitted to Idaho Commerce & Labor with all pertinent documentation attached. **Allow up to thirty (30) working days for reimbursement.** If insufficient documentation is provided grant managers will be notified. **The request will be held in pending no longer than five (5) working days waiting appropriate documentation.** If documentation is not received, the pending items will be deleted and eligible items processed.

Organization:	Funded organization.
Contract Number:	Contract number assigned to grant.
Contract Period:	Beginning and ending of contract period.
Address/City/Zip:	Address of grant organization. This should coincide with the one assigned to the organization's Tax Identification Number.
Grant Manager:	Person completing the form and answering financial questions regarding the request.
Phone Number:	Phone number of grant manager.
Interim Request:	Indicate the number of each request until the final request is made.
Final Request:	Check this when the request for funds is the last.
Tax Identification Number:	Provide Tax Identification Number. Also, known as Employer Identification Number.

YEAR-TO-DATE EXPENDITURES

1. Enter the total dollar amount of ITC funds **awarded** on the contract.
2. Enter the dollar amount of ITC funds **requested to date**, including the current request.
3. Enter the dollar amount of ITC funds **remaining** (subtract item 2 from item 1).
4. Enter the dollar amount of match funds **in the contract**.
5. Enter the dollar amount of match funds **spent to date** (see item 16).
6. Enter the dollar amount of match funds **remaining** (subtract item 5 from item 4)
7. Enter **each** line item "budget category" as **shown in the contract** budget (Attachment B or most recent budget amendment).
8. Enter **each** line item "ITC Funds" as **shown in the contract** budget (Attachment B or most recent amendment).
9. Enter all "ITC funds requested" **on this request**.
10. Enter all "ITC funds expended," including the current request. This is a **cumulative amount** (add item 10 from the last request, to item 9 on this request).

MATCH EXPENDITURES THIS REQUEST

11. Enter the amount of **in-kind** match submitted on this request.
12. Enter the amount of **cash** match submitted on this request.
13. Enter the total amount of **match** submitted on this request (add items 11 and 12).

MATCH EXPENDITURES YEAR-TO-DATE

14. Enter the total amount of **in-kind** match submitted year-to-date.
15. Enter the total amount of **cash** match submitted year-to-date.
16. Enter the total amount of **match** submitted year-to-date (add items 14 and 15).

Authorized Signature: Signature of person authorized to request reimbursement.

Title: The title of the person signing the form.

Date: The date the form is signed.

REQUIRED DOCUMENTATION PER ACTIVITY (not conclusive)

- a. **Advertising**
 1. Print media: submit invoice, with a tear sheet clearly identifying in what publication it appeared.
 2. Broadcast advertising: (radio) submit invoice, with a notarized schedule of dates and times the ads ran and a written copy of the ad. Verification of TV ad may be provided in an electronic format.
 3. Online Media: submit invoice, with copy of ad and copy of website verifying link to www.visitidaho.org.
 4. Flyers/posters: submit invoice, with a copy of the product.
 5. Billboard: submit invoice, with a photo of the billboard.
- b. **Travel/Trade Shows**

Review the Travel Reimbursement Form before traveling to determine what type of documentation is required. Submit the form with the appropriate receipts attached (see Travel Reimbursement Form). For registration and other related costs, submit invoice. See Approved Travel Shows for a list of eligible travel/trade shows and allowable number of participants.
- b. **Brochures and related materials**

Submit invoice, with ten (10) copies of the completed product.
- c. **Videos**

Submit invoice, with a copy of the completed video.
- e. **Fulfillment**
 1. Postage: submit an itemized log showing dates, names and the cost per packet. If you have a meter - submit a meter log and identify charges for your grant.
 2. Envelopes: submit invoice.
 3. Long distance phone calls or watts lines - submit invoice.
- f. **Familiarization Tours (FAM)**

Submit a list of all FAM attendees and who they represent, an itinerary listing step-on guides and appropriate invoices.

 1. All FAMs are allowed per diem in accordance with state guidelines. Partial reimbursement, per state guidelines, will be made if participant is not hosted on the FAM tour a complete day, or if complimentary meals were received.

2. Participation of one (1) local host to every five (5) participants will be reimbursable.
 3. Participation of a FAM participant's spouse or companion cannot be reimbursed or considered as match unless the person is a qualified member of the company.
 4. Grant funds can be used for in-state transportation, lodging at 50 percent (50%) of the state rate, fuel expenses, rental vans, motorcoaches, invitations, baggage tags, information folders and miscellaneous snacks, such as coffee, soda pop and candy bars.
 5. Airfare for FAM and site visit participants, up to 50 percent (50%) of the total cost, will be eligible with prior ITC staff approval.
- g. **Past Due Charges** - Grant funds cannot be used to pay past due charges or service fees. **Remember, Idaho Commerce & Labor is allowed up to thirty (30) working days to process your request;** so you should apply for reimbursement as soon as you get your billing.
- h. **Bidding and Subcontract Requirements** - If bidding and subcontract requirements have not been met, reimbursement may not be made.

Request for Funds Checklist

1. _____ Gather and **organize** documentation for items to be reimbursed and for items to be used as match (See Guidelines for Reimbursement and Documenting Match).
2. _____ Has the ICL received and approved the Bid Form and Subcontract for services you are requesting reimbursement? Does ICL have a current Narrative Progress Report on file? Has the Authorized Signature Form been submitted to ICL? If not, reimbursement will be delayed.
3. _____ Complete the Request for Funds (RFF) Form (see Report Forms) according to the instructions.
4. _____ Sign the Request for Funds Form. (An unsigned Request for Funds Form will delay payment.)
5. _____ Send original Request for Funds Form with the appropriate reimbursement/match documentation to ICL. **Allow 30 working days for processing.**

TRAVEL REIMBURSEMENT FORM

Claiming as: () ITC Request () Match Destination: _____	Total to be reimbursed: \$ _____ Purpose: _____
---	--

Person #1 Name: _____ Address: _____ City: _____ Zip: _____ Departure time: _____ () a.m. () p.m. Arrival time: _____ () a.m. () p.m. Departure date from home: _____ Arrival date to home: _____	Person #2 Name: _____ Address: _____ City: _____ Zip: _____ Departure time: _____ () a.m. () p.m. Arrival time: _____ () a.m. () p.m. Departure date from home: _____ Arrival date to home: _____
---	---

I. Transportation				Person 1	Person 2	Total
Air (attach passenger coupon)						
Rental Car (attach rental invoice)						
Gas for rental car (attach receipts)						
Taxi/Bus/Tip (attach receipt over \$5.00)						
Parking (attach receipt over \$5.00)						
Private car (mileage allowed \$.445 per mile) Date: From: _____ To: _____ Miles: _____ Date: From: _____ To: _____ Miles: _____						

II. Per Diem (includes tips)						Date	Person 1	Person 2	Total
Travel reimbursement will be made per state guidelines. Traveler gets \$30/day in-state and \$39/day out-of-state, but will allow the higher federal allowance in those locations published in IRS publications. No receipts required. Agenda for trade shows, conferences, and FAM trips, etc. required. To qualify for full-day, travel must begin by 6:30 a.m. to be reimbursed for breakfast, by 11:00 a.m. for lunch, and before 5:00 p.m. for dinner. Traveler must return after 8:00 a.m. to claim breakfast, after 2:00 p.m. to claim lunch and after 7:00 p.m. to claim dinner. * Meals included in registration will be deducted. <div style="text-align: center;">Partial days:</div>									
In-State - \$30 per day			Out of State Base \$39 per day			IRS Rate \$ _____ per day			
Breakfast	\$ 7.50	25%	Breakfast	\$ 9.75	25%	\$ _____			
Lunch	\$10.50	35%	Lunch	\$13.65	35%	\$ _____			
Dinner	\$16.50	55%	Dinner	\$21.45	55%	\$ _____			

III. Hotel		Person 1	Person 2	Total
List total amount to be reimbursed and provide complete copy Of hotel invoice. (Room Charges and taxes only).				
IV. Phone Calls				
Charges must be reasonable and related to the project. Attach receipt (not necessary if on hotel bill.)				
V. Miscellaneous	Items Purchased	Person 1	Person 2	Total
Other allowable expenses under grant's scope of work and related to the purpose of travel. Receipts are required.				

TOTAL TO BE REIMBURSED	\$	\$	\$
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<p>Person 1 Comments:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>I hereby certify that the travel listed in this voucher is correct and was performed in accordance with the Idaho Regional Travel and Convention Grant Program and the grant contract as awarded.</p> <p>Date: _____</p> <p>Signature: _____</p>	<p>Person 2 Comments:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>I hereby certify that the travel listed in this voucher is correct and was performed in accordance with the Idaho Regional Travel and Convention Grant Program and the grant contract as awarded.</p> <p>Date: _____</p> <p>Signature: _____</p>
---	---

REQUEST FOR AMENDMENT

Grant Organization: _____ Grant # _____

Check the type of amendment requested and answer the corresponding questions.

Type of Amendment: () Scope of Work () Budget () Extension

Scope of Work:

(1) Attach revised Scope of Work as you would like it amended.

(2) Reason for requesting a change in the Scope of Work:

Budget:

(1) Attach a revised budget shown **exactly** as you would like it amended.

(2) Reasons for requesting a change in the budget.

Extension – Length of the extension requested. (List date by month, day year). _____
Reason the project(s) cannot be completed under the original contract period.

Signature - Organization's Chief Official: _____ Date: _____

Signature - Grant Manager: _____ Date: _____

FOR IDAHO COMMERCE & LABOR USE ONLY

() ITC APPROVED () ITC DENIED

Travel Grant Analyst: _____ Date: _____

Director, Idaho Commerce & Labor: _____ Date: _____

() ICL STAFF APPROVED () ICL STAFF DENIED

Travel Grant Analyst: _____ Date: _____

**PLEASE READ THE FOLLOWING AGREEMENT
CAREFULLY BEFORE SIGNING
RELEASE FORM FOR SLIDES PURCHASED WITH
IDAHO REGIONAL TRAVEL AND CONVENTION GRANT FUNDS**

I. Material Utilization

- This document grants Idaho Commerce & Labor/Division of Tourism Development editorial/promotional release rights **only** on the slides listed below. "Editorial/promotional rights" exclude all profit-making tourism companies, publishers and non-tourism related organizations. Primary uses include: promotional brochures, official Idaho Travel Guide, Internet use, audio visual sales presentations, use by groups promoting events coming to Idaho, individual consumer requests (non-commercial) and requests for photography to compliment editorial coverage.
- Inquiries by for-profit organizations will be referred back to the photographer. Print media that normally pay for photography will be instructed to contact the photographer to negotiate the cost of printing the image.

II. Credit

When slides or transparencies are provided for editorial purposes, the photographer's name will be submitted along with the slide so the photographer receives proper credit.

SUBJECT

FILE

I have read, understand and agree to the conditions of this release form.

Printed Name: _____

Signature: _____

Company/Office: _____

Address: _____

Phone: _____

Fax: _____

E-Mail: _____

ITC GRANT PROGRAM APPROVED TRAVEL SHOWS

A maximum of four (4) individuals, per booth, can attend a consumer show, with a maximum of two (2) individuals participating at any one time. A maximum of two (2) individuals, per booth, can attend a trade show.

The following is a non-inclusive list of approved consumer travel shows and travel trade shows for the Idaho Regional Travel and Convention Grant program.

CONSUMER TRAVEL SHOWS

Utah Boat, Sport and Fishing Show
Minneapolis Ski Group
Utah Sport, Vacation and RV Show
Denver Public Golf Expo
Washington Ski and Sports Show
Quartzite Arizona RV and Gem Show
Discover the Northwest Travel Show
Portland Vacation Travel Show
Calgary Golf Show
Spokane Bighorn Show
San Francisco Outdoor Adventure Show
SLC Adventure Show
Anaheim Travel Show

INDUSTRY TRADE SHOWS

North American Ski Journalist
Society of American Travel Writers - Marketplace
Outdoor Writers Association of America
National Tour Association - Fall and Spring Conventions
American Bus Association - Fall Convention
Northwest Outdoor Writers Association
VUSAMART
POW WOW
Huddle West
JATA

Grant recipients attending travel/trade shows funded by the Idaho Regional Travel and Convention Grant program shall credit that program by displaying a placard with the approved ITC logo, which indicates funding by an Idaho Travel Council grant.

GLOSSARY OF TERMS

Below is a glossary of terms, many of which are endorsed by the International Association of Convention and Visitors Bureau. Hopefully, these terms will assist you in understanding the subtleties and complexities of the Idaho Regional Travel and Convention Grant program.

ABA - American Bus Association. Motorcoach tour operator organization.

Advertising - A non-personal sales presentation, aimed at an audience within a specific period of time, and paid for by an identifiable sponsor.

Advertising Specialties - Promotional items, ranging from key rings to expensive pens, with a firm's name and/or advertising message.

Applicant - A pre-established permanent non-profit, incorporated organization with a viable plan.

Attraction - A natural or man-made facility, location, or activity, which offers items of specific interest. An attraction can be a natural or scenic wonder, a man-made theme park, or a wildlife/ecological park.

Audit - An independent verification of figures.

Booth - Space contracted for by an exhibitor.

Brochure - Printed promotional or marketing literature. Usually implies a printed, folded piece as opposed to a one-page flyer or poster.

Certificate of Insurance - A basic element of an effective risk management program. Serves as evidence of the financial capability of an indemnitor who has executed an agreement in favor of an organization.

Client - A customer.

Clipping Service - A subscription service that keeps track of and clips samples of the client company's advertisements and editorial mentions in newspapers, magazines, and other publications. Often a function of a public relations firm.

Co-operative Promotion - A promotion involving two or more suppliers of services or products joined together in a common promotion for their mutual benefit.

Co-oping - Joining together with others to promote a destination or location when dollar constraints would normally prohibit you from doing it alone, or joining together to promote a common benefactor to all, such as the region or market area.

Collateral Materials - Print-based support materials that assist in the marketing of products and services. Included are brochures, tent cards, posters, directories, maps, guides, menu inserts, flyers, entertainment promotion pieces, etc.

Conflict of Interest – A member, officer, director, or employee of the Grant Organization who has decision making authority either by himself or by vote, during his tenure or for one (1) year thereafter. An immediate family member of such individual during this same time period.

Consumer Market - All the individuals and households who buy or acquire goods and services for personal consumption.

Consumer Show - An exposition of what is generally known as consumer products.

Convention - Usually general sessions and committee meetings; mostly information-giving and generally accepted traditional form of an annual meeting.

Council - The Idaho Travel Council, a non-partisan, eight (8) member advisory board appointed by the Governor of the State of Idaho.

Credit Logo or Statement – An approved ITC logo or credit statement acknowledging full or partial funding through the ITC grant program.

Direct Mail - Promotional letters, pieces, or any sales-oriented correspondence.

Display Advertising - A form of advertising distinguished from classified advertising by the use of illustration, white space, headlines, and other attention-getting devices.

ESSTO - Education Seminar State Travel Official. An organization, which meets annually whose members are representatives of the state travel directors, State Travel Information Center Directors Alliance and the National Council of Area Regional Travel organizations.

Exhibit - Refers to a display or the act of displaying.

Fam Trip - Familiarization trip/tour. Trip or tour offered to travel writers and travel industry personnel as a way of informing the customer and influencing segments of the industry.

Four-Color Process - A printing process that produces full color photos, art, and graphics. Allows the designer to make full use of all colors of the rainbow in the design and to use color transparencies instead of black and white photos.

Fulfillment - The method by which the grantee distributes information to the client, shipping, sorting, stuffing, long distance phone calls, watts lines, website and envelopes.

Group Travel - The term which denotes a travel program or plan, which has been organized and designed so that all participants will depart on the same conveyance and follow the same schedule of activities upon arrival at their destination.

Group Type - The nature of a group as defined by the purpose of its gathering:

- **Convention** - A gathering of the general membership of an organization.
- **Meeting** - A gathering by a sub-group within an organization, or by representatives of a single business.
- **Trade Show** - A gathering whose primary purpose is the exhibition of goods and services relating to a specific industry.
- **Exposition** - A convention that offers an exhibition of goods and services of interest to the attendees, but for which the exhibition is not the primary purpose for gathering.
- **Board Meeting** - A meeting limited to the board of an organization or business.
- **Workshop** - A gathering sponsored by an organization solely for educational purposes, and designed for specific types of member attendees.

ICL - Idaho Commerce & Labor

IFB - Idaho Film Bureau

IFF - Idaho Film Foundation

IFVA - Idaho Film and Video Association

ITC - Idaho Travel Council

Incentive Travel - A motivation program designed to stimulate achievement of predetermined goals and objectives by offering travel as a reward. Incentive travel might be used to achieve hundreds of different goals. Some are: to increase sales, stimulate productivity, reduce operating costs, reduce absenteeism, achieve fund raising goals, stimulate membership campaigns, etc.

Inclusive Tour - A tour that includes most meals and the sightseeing charges at each visit.

Marketing Plan - The organized process of studying the market, identifying and measuring its trends, and developing major marketing objectives and supporting programs, utilizing the available facts in combination with the experienced judgments of the top marketing team. The process includes the development of targets (timing, costs, results expected) and the monitoring of actual achievement against these targets. Its purpose is the achievement of maximum desired results, with the minimum of effort and resources utilized in the most efficient manner.

Marketing Research - The systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing a company.

Marketing Strategy - The marketing logic by which the business unit hopes to achieve its marketing objectives. Marketing strategy consists of specific strategies bearing on target markets, marketing mix, and marketing expenditure level.

Media Kit - Referring to an information kit covering an event or subject given to media representatives or writers.

Media - The vehicles by which you can advertise. Broadcast media include television and radio. Print media include magazines, newspapers, direct mail, brochures, Yellow Pages, outdoor advertising boards, etc.

Meeting - A generic term used to refer to any type of gathering of people.

NTA - National Tour Association. Motorcoach tour operator organization.

Office Equipment - Items used during normal, daily business activity, i.e., typewriter, telephone, desk, chairs, etc.

Online Media - Electronic or "new" media; different than broadcast.

Package - The combining of more than one hospitality product or service into a single purchase item for a single price.

Per Diem - A daily allowance for specified travel expenses.

Plan - The overall marketing campaign for the grant applicant, which may be comprised of one or more projects.

Point-of-purchase Advertising - Displays, signs, and demonstrations, which promote a product at a time and place close to the point of sale.

Point-of-purchase Display - An aid to retail selling. Used to promote or identify products at their point-of-sale.

Positioning - A marketing strategy which concentrates on a specific market segment by attempting to relate a particular product to its competitors.

Press Kit - Materials usually contained in a folder, in which news releases, product announcements and other materials intended for the media are distributed.

Press Release - An article intended for use by the media about a forthcoming tour or travel program, company, product, service or individual. Submitted to various media with the hope of receiving free publicity. Also called a news release.

Press Trip - Trip or tour for travel journalists, designed to generate media coverage about Idaho vacation opportunities.

Project - The actual line item category, which is detailed in the grant scope of work and budgeted in the grant contract. Also referred to as element.

Sales Blitz - A concentrated short-term series of sales calls by a number of sales representatives to obtain a large number of bookings, reservations or media exposure.

Shoulder Season - Non-peak visitor season.

Site Inspection or Visit - The act of inspecting the destination, the participating facilities and services.

Sole Source - A service which is limited exclusively to one specific individual, unit, or group and cannot be performed by any other bidder including those outside the community.

Strategy - Strategies are the identification of how you plan to achieve the objectives you have set.

Target Market - A well defined set of customers whose needs the company satisfies.

Target Marketing - A style of marketing in which the seller distinguishes between market segments, selects one or more of these segments, and develops products and marketing mixes tailored to each segment.

Tear Sheets - Original copy of an ad taken from the publication from which it ran.

Tourism - The business of providing and marketing services and facilities for pleasure travelers. Thus, the concept of tourism is of direct concern to governments, carriers, and the lodging, restaurant, and entertainment industries, and of indirect concern to virtually every industry and business in the world.

Trade Show – A periodic show or convention where manufacturers in single or closely related industries meet to exhibit their products to potential customers.

Useful Life - The time period equipment is considered to have value.

Website - An electronic version of marketing materials used to promote goods and services on the Internet, or World Wide Web. Web sites can vary from simple on-line brochures to sophisticated e-commerce sites used to conduct business. Sites can provide customers a simple way to contact businesses through e-mail and can be designed to be easily updated and linked to related sites on the Internet.

